

FOR IMMEDIATE RELEASE

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**City of Asheville
Parks and Recreation Department**

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See attached images: 1) Irby Brinson present PARTF grant to Mayor Bellamy and Virgil Smith, 2) Chad Robertson, PBC&L presents renderings

RAISE THE ROOF AT THE REID TRACKS MILESTONES

Asheville, NC – The Asheville Parks and Recreation Department and the Raise the Roof at the Reid capital campaign committee reported significant headway toward its financial goal today when it announced major milestones during a press conference at the W.C. Reid Center for the Creative Arts.

Parks and Recreation Director Irby Brinson presented a \$500,000 grant received earlier this year to Mayor Terry Bellamy from the North Carolina Parks and Recreation Trust Fund. The trust fund is designed to support improvements in state and local park systems in North Carolina, and is one of several such grants to come to Asheville in recent years.

The most recent contribution to the campaign was announced by co-chair Virgil Smith who reported the receipt of a \$300,000 challenge grant from the Eckerd Family Foundation. Committed to promoting meaningful and lasting change to transform the lives of vulnerable youth and their families, the Eckerd Family Foundation supports innovative educational, preventative, therapeutic and rehabilitative programs for children, youth and their families.

All funds raised through the Raise the Roof at the Reid campaign will support the cost of renovating the W.C. Reid Center into a full-service community recreation and cultural arts center designed to serve people of all ages in Asheville and in western North Carolina. The center will expand its focus on providing specialized programs and services to economically disadvantaged youth and their families.

The design plans for the renovated facility were unveiled demonstrating an expanded gymnasium, enhanced auditorium and support rooms, an array of classrooms and specialty rooms for dance, music and visual arts, plus much more. PBC&L Architecture in Asheville created the design using a public input process and exploring the many aspects of community interest for the center. The W.C. Reid Center welcomes over 9,000 visitors per year, many of whom are children and teens who use the center daily and live in the neighborhoods surrounding the center.

To find out more about the Reid Center and the Raise the Roof at the Reid capital campaign and how to support it, contact Meg white at 828-259-5811 or mwhite@ashevillenc.gov.

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